

Lecture 1: Marketing in the Twenty-First Century

Episode 1: Towards a Sustainable Century

Professor Ken Peattie
Cardiff University
BRASS Research Centre
Great Britain

 Universität Bremen

 **ZMML**
Zentrum für Multimedia
in der Lehre

 **DBU** 

Deutsche Bundesstiftung Umwelt





[Sustainability Marketing – A Global Perspective]

Lecture 1: Marketing in the Twenty-First Century • Episode 1 • Prof. Ken Peattie

Lecture 1: Overview

Episode 1: Towards a Sustainable Century

Episode 2: The Evolution of Marketing

Episode 3: Interview



Learning Outcomes

Learning Outcome 1:

Understand why the legacies of the twentieth century have created challenges for society and for marketers in the twenty-first century.

Learning Outcome 2:

Explain the basic concept and key principles of sustainable development.

Learning Outcome 3:

Appreciate how contributions to sustainable development can vary in terms of their focus and 'strength'.



Structure of the Episode

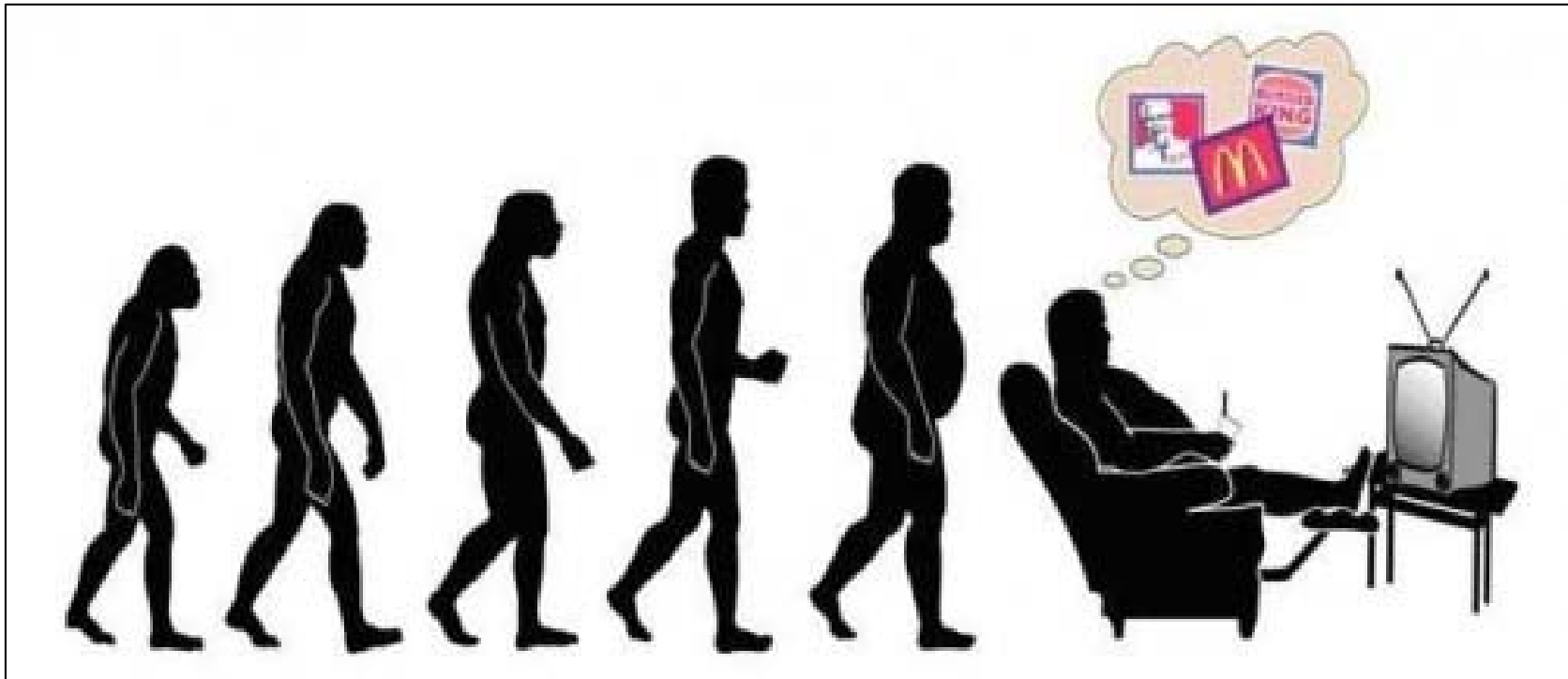
1. How Did We Get Here?
2. The 20th Century – Marketing's Century
3. An Ecosystems and Wellbeing Perspective
4. Sustainable Development



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200,000 Years of Human Evolution

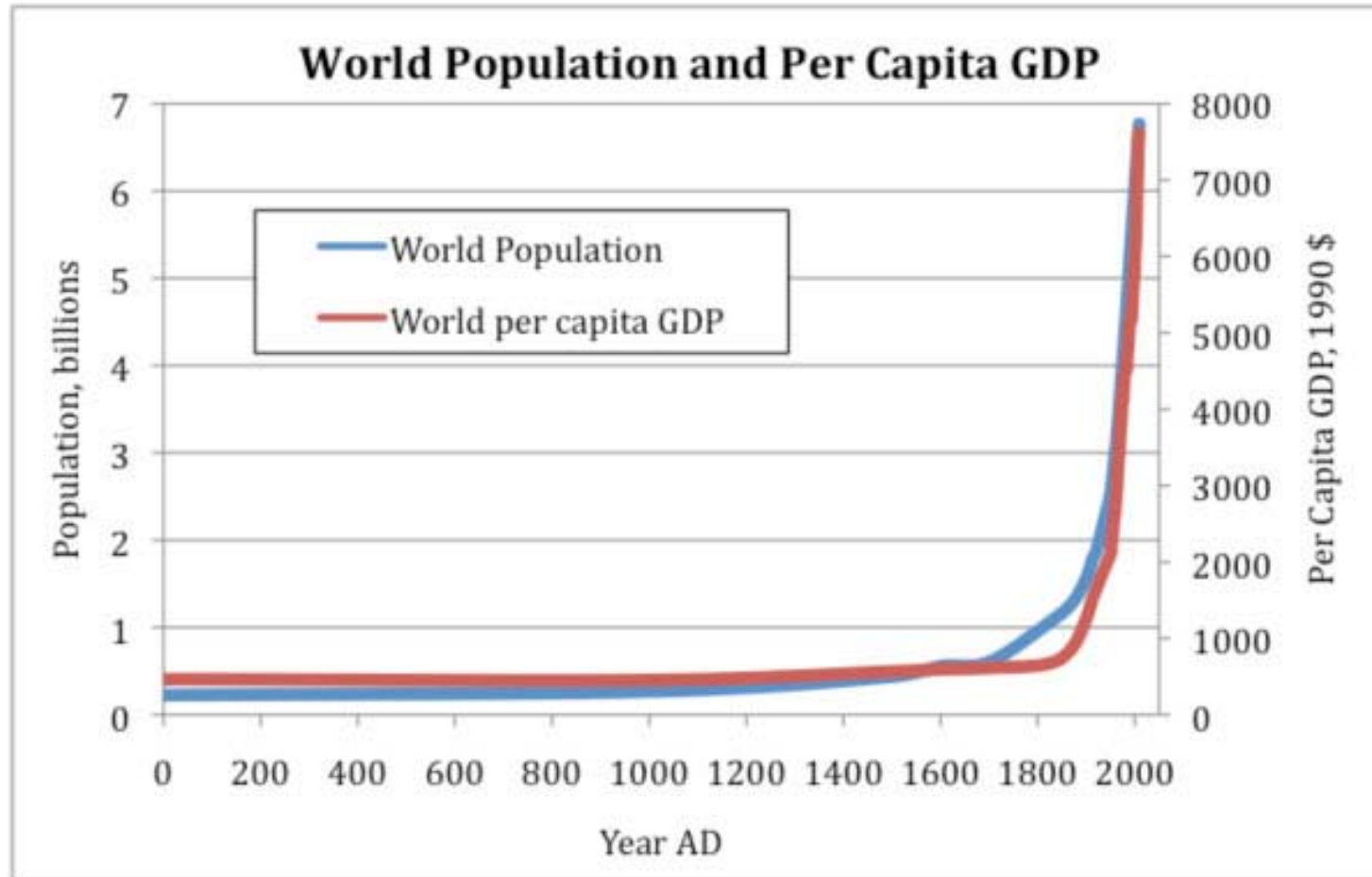


Sketch by Peter Nicholson (www.nicholsoncartoons.com.au)

Source <http://primalhealthyfit.com/diet/paleoevolution>



Suddenly – More People, More Wealth



Source: Maddison 2008 (www.ggdc.net/MADDISON/oriindex.htm)



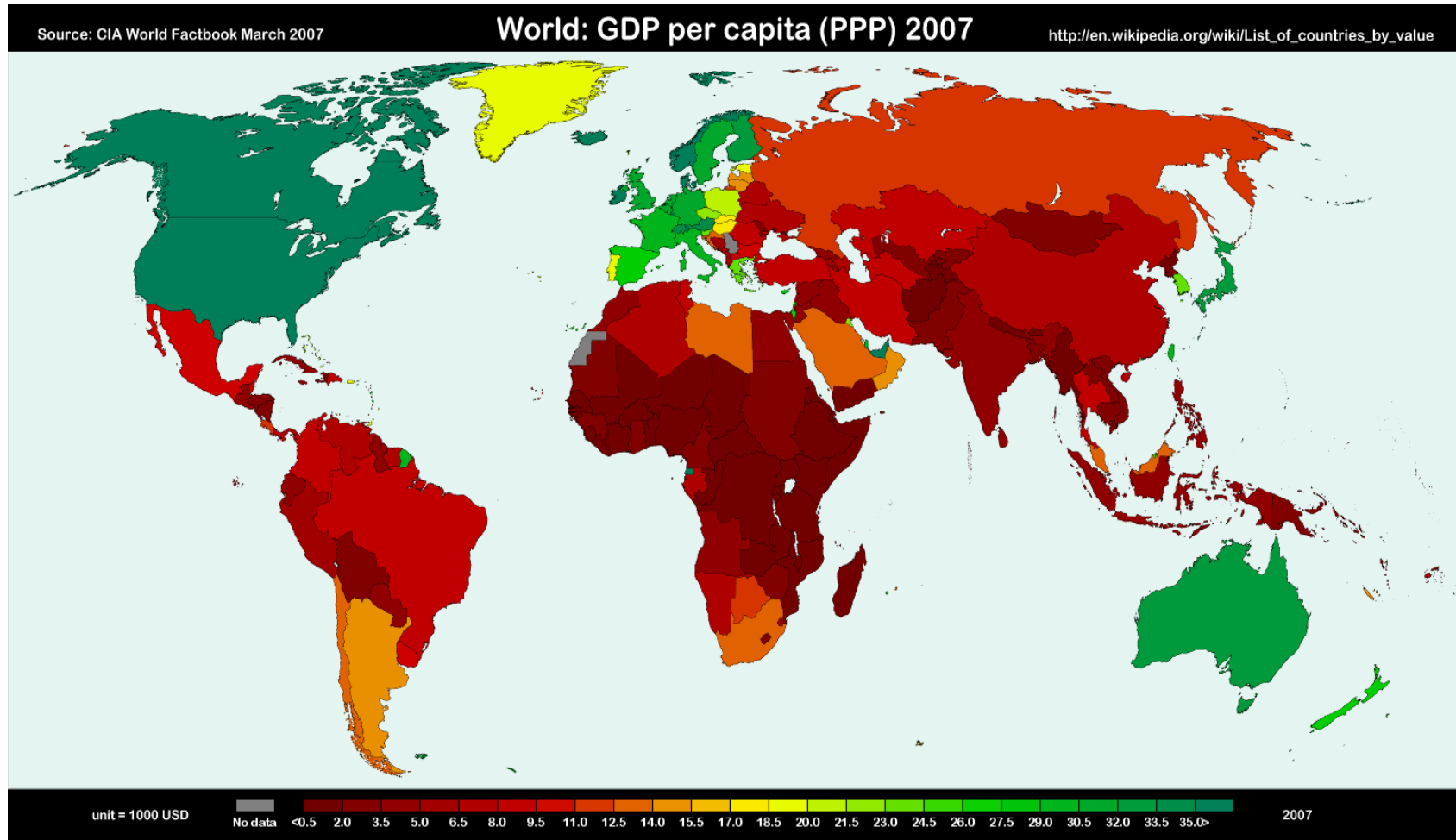
The 20th Century

A Century of:

- Unprecedented growth in population and material living standards;
- Generally improving life expectancy;
- Technology from the Space Race, to the “Green” and IT Revolutions to Nanotech;
- Expanding international markets and global culture;
- Marketing and the rise of ‘The Self’;

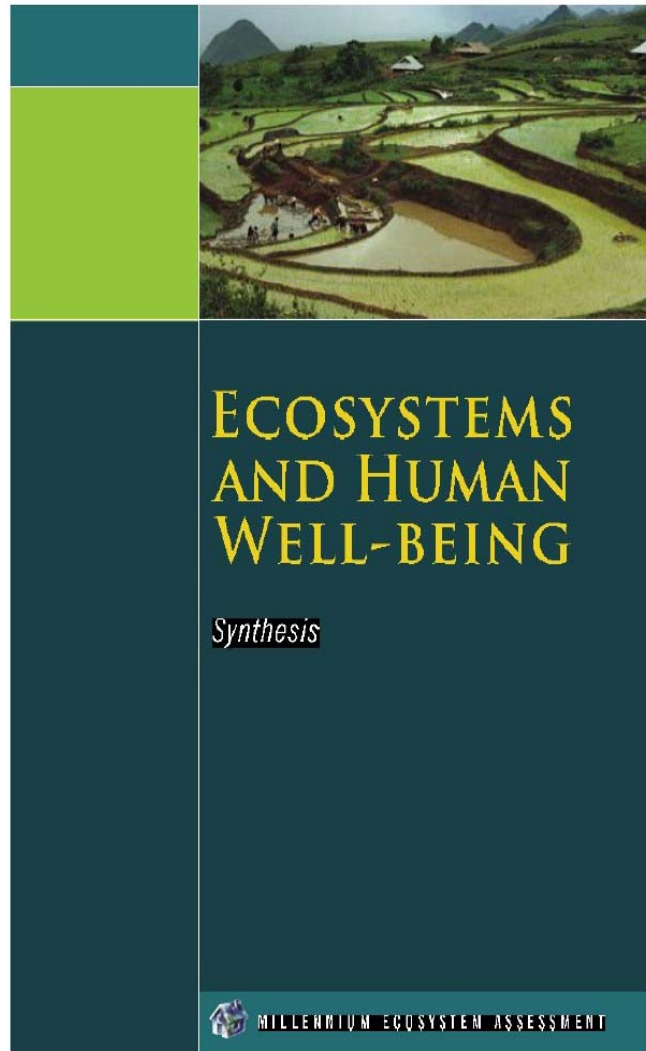


The Result - An Unequal World





UN Millennium Ecosystem Assessment



A four year effort by global experts to assess the health of the natural environment.

Key Conclusion:

Late 20th economic growth has *'resulted in a substantial and largely irreversible loss in the diversity of life on Earth...*

Source: United Nations
Environment Programme



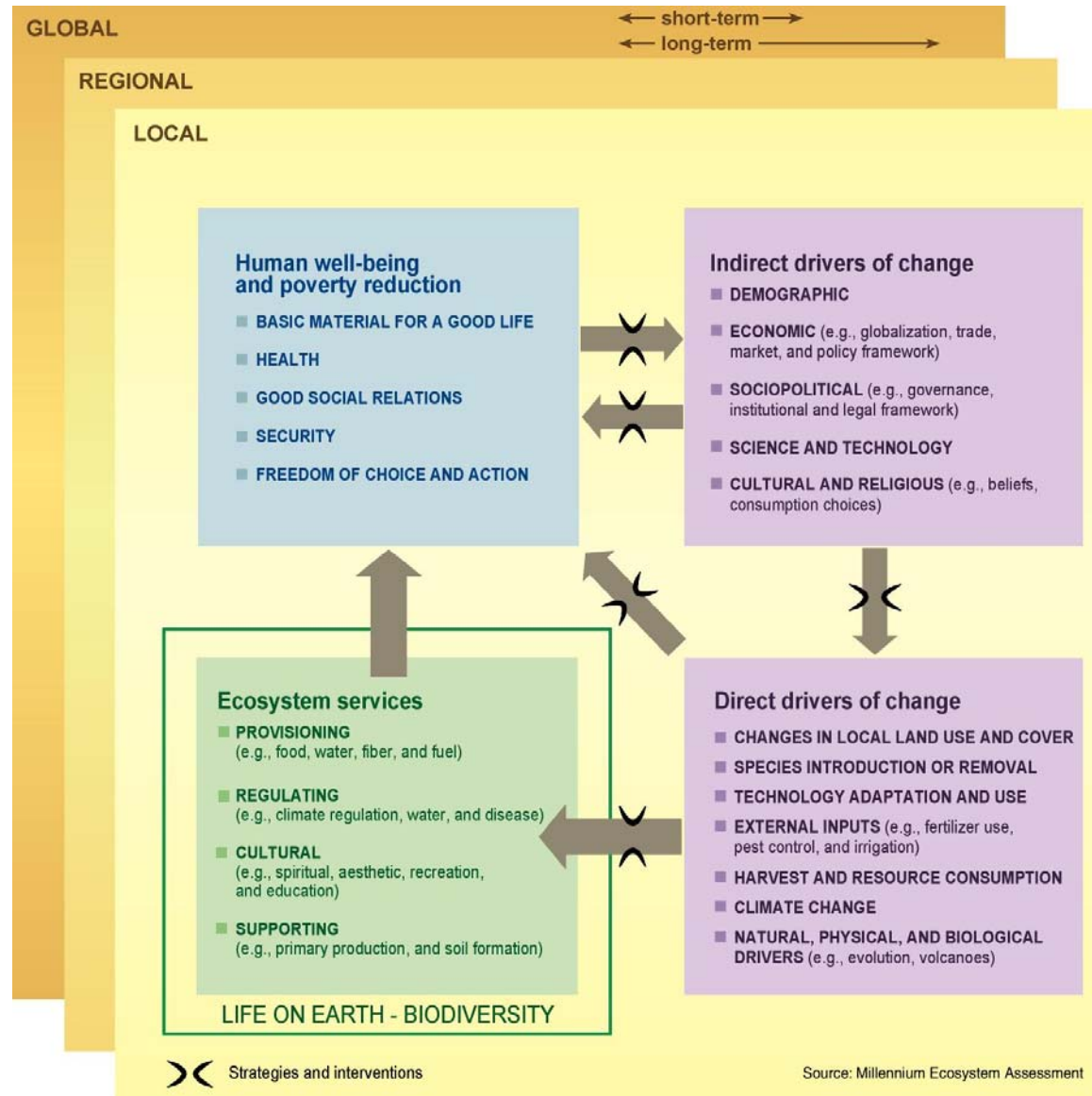
UN Millennium Ecosystem Assessment

'... gains in human well-being and economic development, have been achieved at growing costs in the form of the degradation of many ecosystem services ... and the exacerbation of poverty for some groups of people. These problems, unless addressed, will substantially diminish the benefits that future generations obtain from ecosystems'

Source: Millenium Ecosystem Assessment (<http://www.maweb.org/en/index.aspx>)

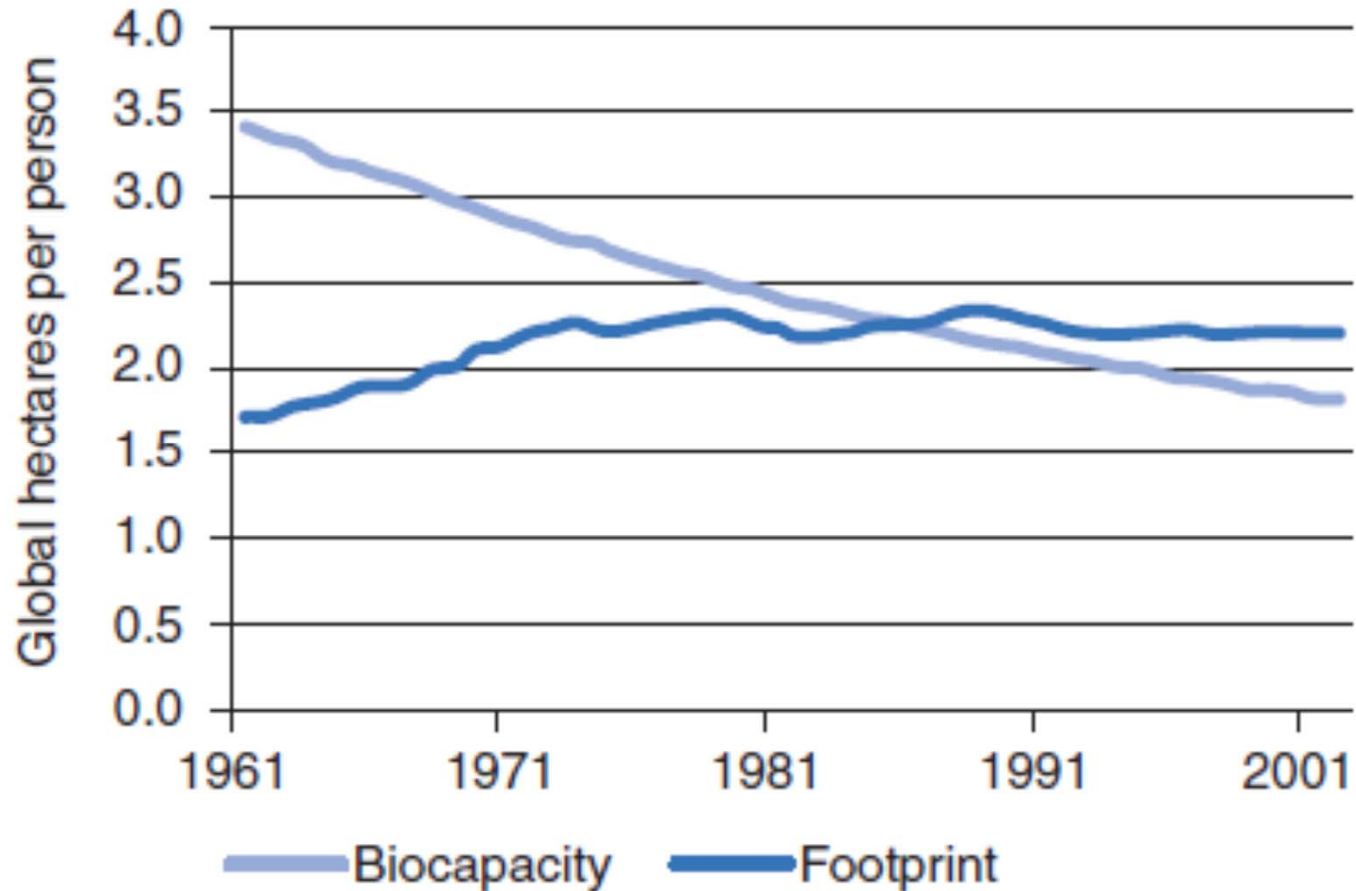


Ecosystem Services & Human Wellbeing





Ecological Footprint Versus Global Biocapacity



Source: Global Footprint Network, www.footprintnetwork.org



Sustainable Development

The quest for new ways of producing, consuming and living that would lead us towards

Sustainability

Photo: [_dChris](#); [www-flickr.com](#)



Sustainable Development Defined

"... meeting the needs of the present without compromising the ability of future generations to meet their needs."

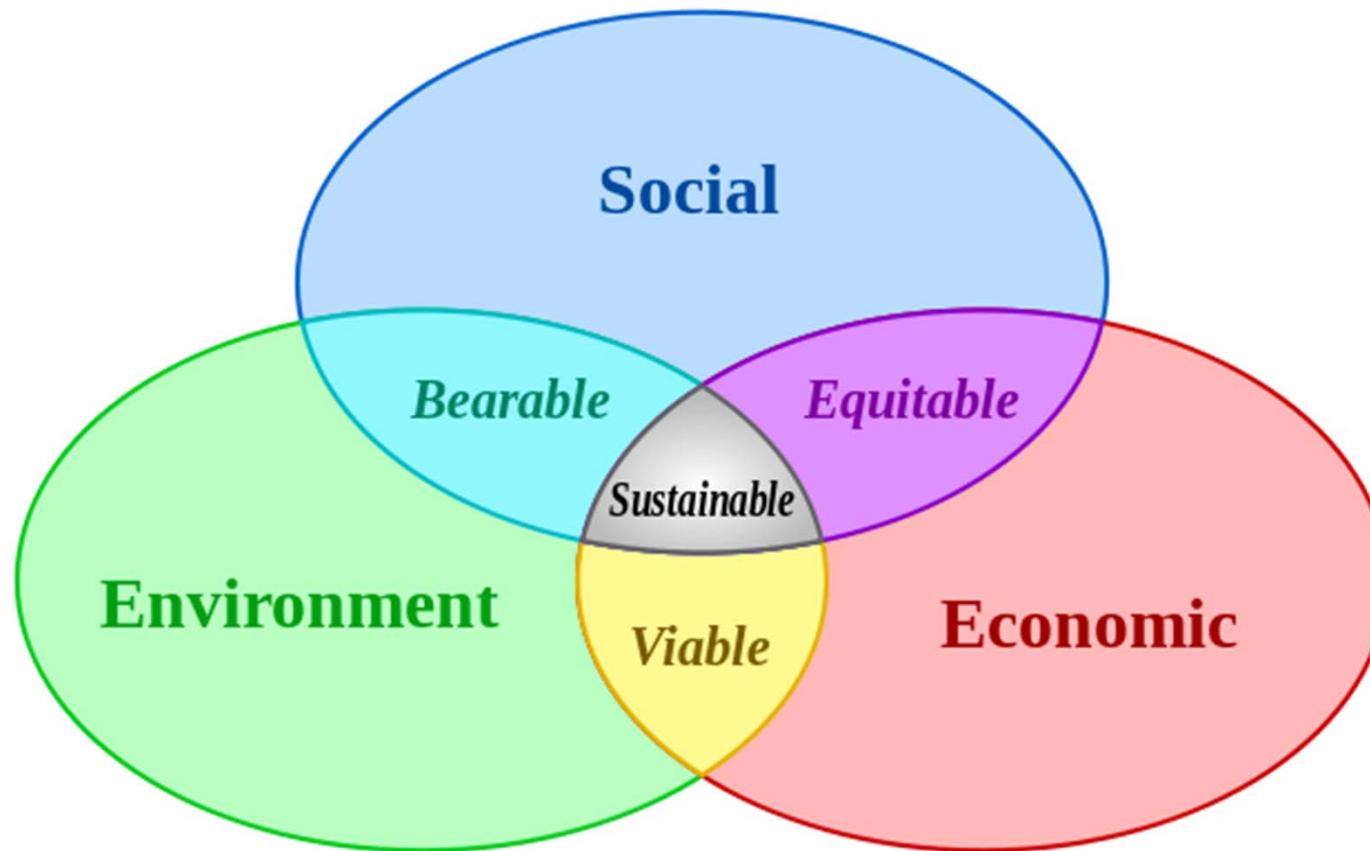
The Brundtland Report 'Our Common Future' 1987

Key principles:

- An emphasis on **needs**, particularly of the global poor;
- **Equity** in distributing costs & benefits of growth;
- **Intergenerationality**, to consider long-term future needs;
- **Global environmentalism**, to understand the planet as a finite and vulnerable life support system.



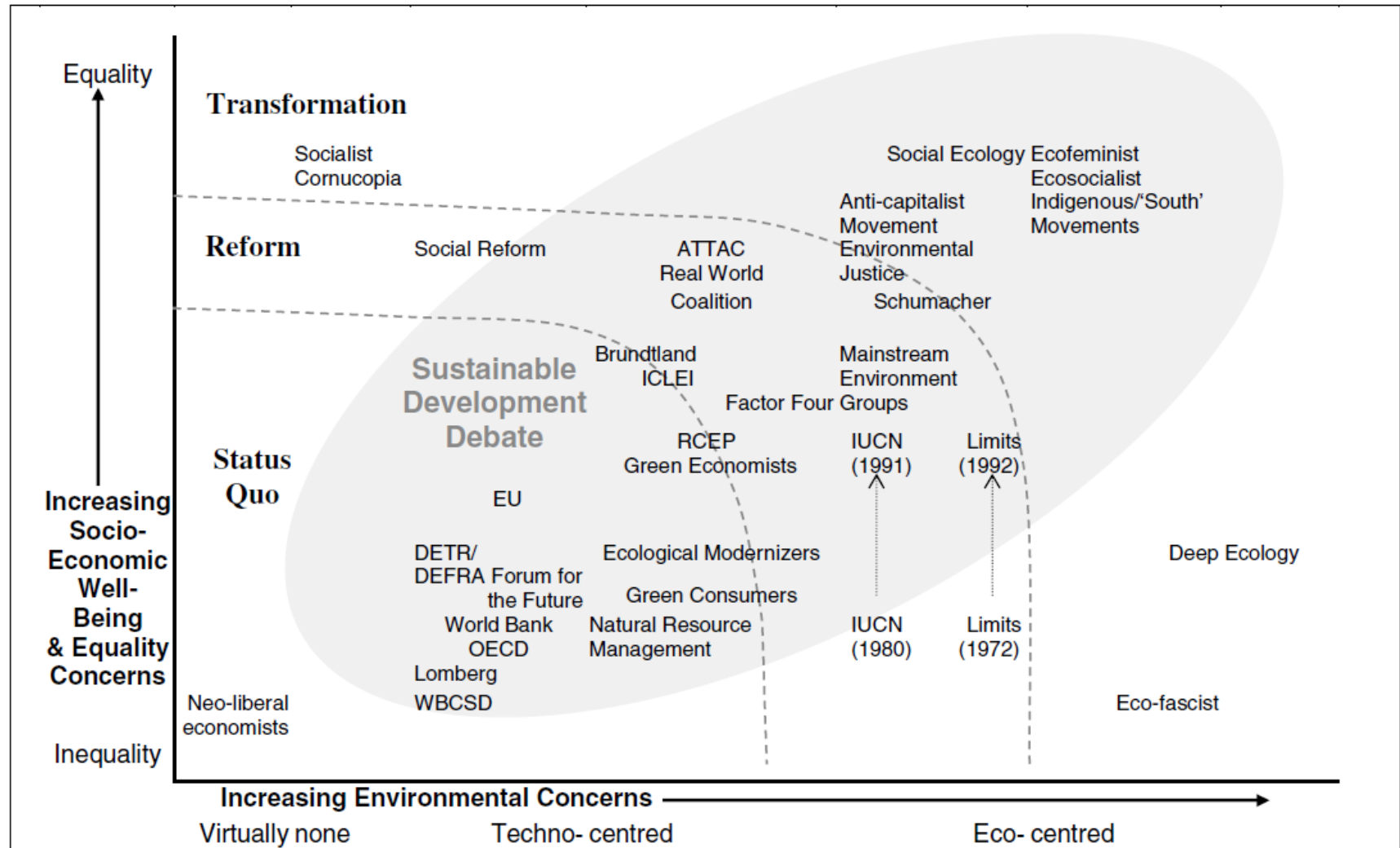
Visualising Sustainable Development



Source: Sustainable development from Johann Dréo (www.wikipedia.org)



Mapping Approaches to Sustainability



Source: Hopwood et al. (2005): SD: Mapping Different Approaches



Millennium Development Goals

The Millennium Development Goals

Eight Goals for 2015

 1	Eradicate extreme poverty and hunger	 5	Improve maternal health
 2	Achieve universal primary education	 6	Combat HIV/AIDS, malaria and other diseases
 3	Promote gender equality and empower women	 7	Ensure environmental sustainability
 4	Reduce child mortality	 8	Develop a global partnership for development

Source: www.undp.org



Review and Discussion Questions

1. Why does sustainability represent such a challenge to the marketing discipline?
2. What are the four key principles of sustainable development?
3. Using online sources review progress towards the 8 key Millennium Development Goals, and discuss the extent to which you believe each will be achieved by 2015.



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.1-20.
- WCED (1987): Our Common Future (The Brundtland Report), World Commission on Environment and Development, Oxford: Oxford University Press.
- UN (2005): The Millennium Development Goals Report 2005, New York: UN.
<http://www.un.org/en/development/desa/publications/mdg-report-2012.html>



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